



2012 Annual Report



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**Photos are credited to Obsessed Photographers Group and the North Dakota Scenic Byway Program.*

Front cover—photos taken on the Old Red Old Ten Scenic Byway and the Sakakawea Scenic Byway during the annual State Byway Conference held in October of 2012. **Photo credit Mike Jensen, ND Tourism Division.*

State Byway Program Coordinator Report-Kevin Stankiewicz

A bit of history—The National Scenic Byways (NSB) Program was established under the Intermodal Surface Transportation Efficiency Act of 1991, and reauthorized in 1998 under the Transportation Equity Act for the 21st Century. The vision of the Federal Highway Administration's National Scenic Byways Program is "To create a distinctive collection of American roads, their stories and treasured places." The mission is to provide resources to the byway community in creating a unique travel experience and enhanced local quality of life through efforts to preserve, protect, interpret, and promote the intrinsic qualities of designated byways. The North Dakota Scenic Byway Program is administered through a cooperative effort between the North Dakota Department of Transportation (NDDOT) and the North Dakota Parks and Recreation Department (NDPRD).

Over the last 15 years, byway volunteers have worked steadily to make visitors and residents aware of our state's diverse collection of roadways. And over the last few years, these volunteers have done so under a cloud of uncertainty because the future of the National Scenic Byways Program has been unknown. This continued uncertainty was the principal topic of discussion during the 2012 State Byway Conference.

The 2012 State Byway Conference was hosted by the Old Red/Old Ten Scenic Byway and the Sakakawea Scenic Byway. The conference featured bus tours and site visits along both byways, and a panel discussion that included Wendall Meyer-Division Administrator FHWA ND Division; Sara Otte Coleman-Director ND Tourism Division; Bennett Kubischta-Coordinator NDDOT; Mark Zimmerman-Director NDPRD. The byway bus tours were an excellent addition to this year's conference. The byway leaders were able to share in the byway experience from a visitor's perspective which in turn fostered the exchange of many stories and ideas.

The North Dakota Scenic Byway Program and the many byway volunteers are a reminder to us all of the importance of selfless service. Whatever the future holds, rest assured, the National Scenic Byways Program; the volunteers; the organizations; the communities; the visitors; and the state of North Dakota, have all benefited in some way. So let the journey continue...on whatever byway or in whatever manner that may be.

All the best in 2013!



Byway & Backway Reports

The following information was gathered from the annual reports submitted by each Byway and Backway leader.

Chan SanSan Scenic Backway- leadership position currently vacant, no report submitted

ORGANIZATIONAL DEVELOPMENT

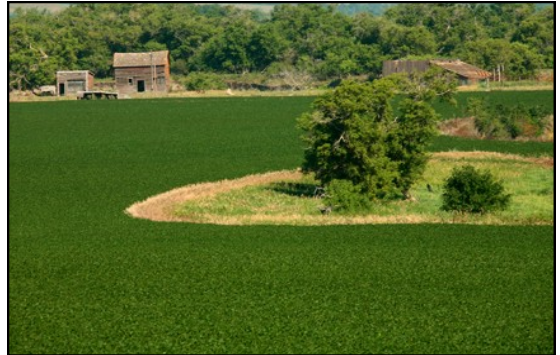
- Non-profit administered by LaMoure County via county commissioners.

CORRIDOR MANAGEMENT

County: LaMoure

State designation: 2001

Primary intrinsic quality: Scenic



The
Chan  SanSan
Tour



Des Lacs National Wildlife Refuge Scenic Backway-Chad Zorn, Backway Leader



MARKETING

Describe your marketing efforts for 2012.

- Des Lacs Facebook and website presence.

CORRIDOR MANAGEMENT

County: Ward

State designation: 2000

Primary intrinsic quality: Natural

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your backway that increase the number of visitors to your area.

- Greenwing Event.

ORGANIZATIONAL DEVELOPMENT

- Federal; National Wildlife Refuge.
- 4 Volunteers, same as last year.



ECONOMIC IMPACT

Based on 2012, describe the economic impact to your communities/businesses as a result of your backway (gain, loss, no change).

- No change.

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a backway stakeholder?

- Remaining the same.

Based on your previous response, what efforts are being done to obtain this type of involvement along your backway?

- Rebuilt 3 miles of the road this year.

GOALS AND IMPROVEMENTS

List infrastructure improvements or projects that have benefited your backway.

- Rebuilt 3 miles of road as was our goal for 2012. For 2013, plan is to rebuild 1 mile of road.



Killdeer Mountain Four Bears Scenic Byway-Carie Boster, Byway Leader

ORGANIZATIONAL DEVELOPMENT

- Volunteer.
- 5 volunteers.

MARKETING

What marketing plans do you have for 2013?

- Electronic, interactive kiosks will be installed in Manning and New Town.
- Remaining byway interpretive signs will be installed in key locations along the route.
- High Plains Cultural Center, which is to have an interpretive installation, has started construction and is scheduled to be completed.



CORRIDOR MANAGEMENT

Counties: Dunn, McKenzie, Mountrail

State designation: 1997 **Extension:** 2000

Primary intrinsic quality: Scenic



VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your area.

- PRCA Rodeo held in Killdeer every July.



ECONOMIC IMPACT

Are communities and businesses becoming more or less involved, more or less interested, or remaining the same as far as their desire to be a byway stakeholder or supporter?

- Same. The area has been inundated with oil traffic and road construction and stakeholders do not have a lot of energy left for planning.

Based on your previous response, what efforts are being made to encourage involvement along your byway?

- We will be co-hosting the State Byway conference in 2013. Additionally, there will be a concentrated effort to reorganize the byway committee with new members from Dunn County and Fort Berthold.

GOALS & IMPROVEMENTS

List any goals for your byway in 2013.

- Place remaining signs and install completed electronic kiosks.

List infrastructure improvements or projects that have benefited your byway?

- Highway improvements from Killdeer to the Little Missouri State Park.

PROGRAM ASSESSMENT

Describe concerns or challenges facing your byway.

- Highway 22, north of Lost Bridge, is closed to all but local traffic so it's been a difficult year for the byway. Additionally, the roundabout construction at the intersection of Highways 22 and 200, the southern approach to the Little Missouri River and north of Dickinson has slowed and/or diverted traffic to alternate routes.

Old Red/Old Ten Scenic Byway-Ken Johnson, Byway President

ORGANIZATIONAL DEVELOPMENT

- 501c3.
- 30 volunteers.

MARKETING

Describe your marketing efforts for 2012.

- Instituted number of marketing activities mostly due to BMDA/Morton and Stark Counties grant. Allowed us to follow through with plans for “Talking Trails” interpretive audio phone system for 40 highlighted sites throughout Old Highway 10. To date, we have had over 35,000 calls into the system. Improved our web page presence; revised our byway brochure for the visitor centers along I-94; completed our “Historic Churches” brochure for distribution; enhancement to local museums in Morton County to provide audio tours for visitors.

What marketing plans do you have for 2013?

- Continue to look for opportunities, it will involve press releases, posters for special events, advertising, and online promotion of various types.



CORRIDOR MANAGEMENT

Counties: Morton, Stark

State designation: 2008

Primary intrinsic quality: Historic

Describe any significant changes or updates to your Corridor Management Plan.

- Improvements made via BMDA grant; addition of “Talking Trails” program that highlights 40 interpretive sites.

VISITOR EXPERIENCE

List at least one event held along or in the vicinity of your byway that increases the number of visitors to your area.

- Old Red Old Ten garage sale along the byway on June 2, 2012. Currently planned to be an annual event. It seemed very well received and the restaurants were very full that day. General feedback was that they enjoyed the event and would participate next year too.

GRANTS & FUNDRAISING

List current grants and expected completion dates.

- No current open grants.
- Completed the BMDA/Morton County grant approximately \$38,000; received \$1,500 grant from Stark County for marketing; requesting funds from city governments in our 9 communities to operate the OROT. Receive approximately \$300-\$500 from the smaller communities.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- They are involved. We are inviting new people and emphasizing the need for more volunteers.

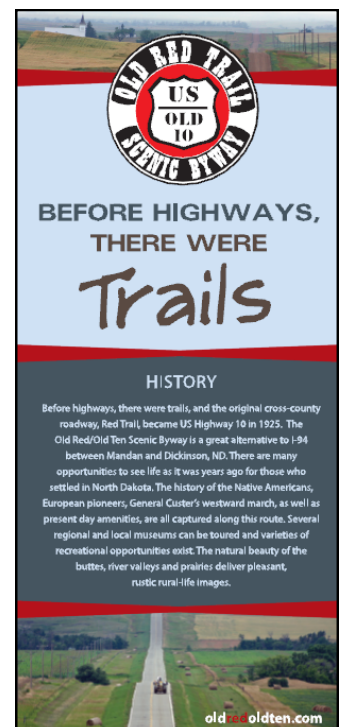
GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2012.

- Completion of grant activities that were planned in order to have a big “kick-off” with the June 2 garage sale along the byway. This was done and has vastly improved our ability to communicate our byway and provide for an exciting and informative visit for our byway travelers. The Taylor Lions Club added a camp area and showers for visitors; Hebron added a 16 hook-up campground and expanded their motel.

List any goals for your byway in 2013.

- To promote our historic churches tour and our museum historic visits along with continually looking for more ways to get our story out to the public.



Rendezvous Region Scenic Backway-Kathy Stremick & Shari Hanson, Backway Leaders

ORGANIZATIONAL DEVELOPMENT

- 501c6.
- 20 volunteers.

MARKETING

Describe your marketing efforts for 2012.

- ND Travel Guide, Dakota Travel-Recreation, Scenic Byway Guide, Fargo Moorhead Travel Map, Rack Program, One Fulfillment.

What marketing plans do you have for 2013?

- ND Travel Guide, Dakota Travel-Recreation, Scenic Byway Guide, Rest stop Literature Rack Program, One Fulfillment, design a new Brochure and Tear Away Map.



CORRIDOR MANAGEMENT

Counties: Pembina, Cavalier

State designation: 1996 **Extension:** 2010

Primary intrinsic quality: Recreational

Describe any significant changes or updates to your Corridor Management Plan.

- 2010-2011 Expansion.

VISITOR EXPERIENCE

List one annual event held along or in the vicinity of your backway that increased the number of visitors to your area.

- 2012 Giant Pumpkin Fest had over 350 attend the event from across the state, very good turnout. Hosted trolley rides from one overlook to the other and over 100+ rode the trolley throughout the day. The non motorized trail in the Tetrault Woods for the pumpkin hunt had over 130+ visitors.



If available, provide any feedback given by travelers about their backway experience.

- Love the new multi use trail system, and the Scenic Overlooks.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a backway stakeholder?

- More involved, and every business in town has a Byway Sticker on the window.

Based on your previous response, what efforts are being made to encourage involvement along your backway?

- Plans are to get the Pembina Historical Group involved with the interpretation of the Ox Cart Trails with our goal to work on the talking trail for that area.



GOALS & IMPROVEMENTS

List any goals for your backway in 2013.

- Tear Away Map in every business in the Rendezvous Region. Talking Trail System for the Ox Cart and the Métis section of the byway.

List infrastructure improvements or projects that have benefited your backway.

- Riverside Campground is expanding their sites, including water and electrical hookups.

Sakakawea Scenic Byway-David Borlaug, Byway Leader

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via the Lewis & Clark Fort Mandan Foundation.
- 25.

CORRIDOR MANAGEMENT

Counties: McLean, Oliver, Mercer

State designation: 2005

Primary intrinsic quality: Cultural

FUNDRAISING/GRANTS

List any fundraising events held in 2012.

- None specific to Scenic Byway exclusively, although many events and endeavors have been conducted in support of the byway's two anchor sites, Fort Mandan and Knife River Indian Villages NHS.



ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- About the same.

Based on your previous response, what efforts are being made to encourage involvement along your byway?

- Working on that in 2013!

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your byway that increase the number of visitors to your area.

- Culture Fest at Knife River Indian Villages NHS, various annual events at Fort Mandan and Lewis & Clark Interpretive Center.

If available, provide any feedback given by travelers about their byway experience.

- Visitors are constantly providing very positive feedback at all of our historic attractions.

MARKETING

Describe your marketing efforts for 2012.

- Key sites were promoted extensively through print, radio, internet and email.

What marketing plans do you have for 2013?

- More of the same with specific branding of Scenic Byways.

GOALS & IMPROVEMENTS

What are your goals for 2013?

- Reorganization of committee.

List infrastructure improvements or projects that have benefited your byway.

- New galleries and exhibits at Lewis & Clark Interpretive Center.



Sheyenne River Valley National Scenic Byway-Mary Lee Nielson, Byway Marketing Coordinator

ORGANIZATIONAL DEVELOPMENT

- 501c3; Sheyenne River Valley Scenic Byway Association.
- 55 volunteers.



FUNDRAISING/GRANTS

List and provide the status of grant award projects that are not yet completed and estimated date of completion.

- Corridor Management Plan update—June 2013.



List fundraising events held in 2012.

- Sheyenne Valley Shuffle 5k/10k.

MARKETING

Describe your marketing efforts for 2012.

- ND Travel Guide, Fargo Marathon booklet, ND Living magazine, Explore the Sheyenne, ND Living newspaper insert, Kickstands Up map, Grand Forks Herald summer promotion, Minnesota Twin yearbook, KOVC tourism package, Presort Plus brochure rack program, American Road magazine, Jamestown Sun, American Profile newspaper supplement. The North Dakota Travel Guide is still the piece we see carried into the Visitor Center.

What marketing plans do you have for 2013?

- Our biggest change will be redoing the website (hellovalley.com) and the byway material included. We are looking into QR codes. We will continue to partner with Valley City CVB on their ad materials.

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your byway that increase the number of visitors to your area.

- River Days, Sheyenne Valley Arts & Craft Festival, Sodbuster Days at Ft. Ransom, Sheyenne Valley Shuffle, NCT National Trails Day.

If available, provide any feedback given by travelers about their byway experience.

- A blog that gave some great feedback-especially to the Lisbon business community on the availability of restaurants, <http://lostontheprairie.areavoices.com/>.

CORRIDOR MANAGEMENT

Counties: Barnes, Ransom **State designation:** 1997 **National Designation:** 2002

Primary intrinsic quality: Historic

Describe any significant changes or updates to your Corridor Management Plan.

- We are in the process of updating our CMP.



List any additional interpretive/visitor sites that were added to or removed from your byway in 2012.

- New interpretive panel on flooding at Baldhill Dam.

GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2012.

- Finish the CMP, check out QR codes, upgrade our portion of the hellovalley.com website.

List infrastructure improvements or projects that have benefited your byway.

- VC Parks received \$6,975 Garrison Recreation Grant addition of 20/30/50 amp electric, water extensions 20 larger camper site improvements Clausen Springs & Little Yellowstone, total project \$27,900, start Spring 2013; asphalt roadway Clausen Springs (damaged 2009 flood & during \$1.9 million repair to spillway in 2011) received new asphalt in August, several signs upgraded, two outdated wooden outhouses removed; Kathryn Community Center volunteers raised \$144,453, renovation behind schedule, expected completion late Fall 2012, volunteers busy repairing windows, insulating, painting interior/exterior to lower project costs to offset expenses of having to replace a failed south basement wall; North Country Trail-an additional 11 miles of North Country Trail built including permanent road crossing, trail signage; Fort Ransom State Park replaced 16 wooden horse corral pens with 36 new metal horse corral pens. The interior of the warming shelter was remodeled.

Standing Rock National Native American Scenic Byway–Pamela Ternes, Byway Coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Sitting Bull College.
- 8 volunteers.

FUNDRAISING/GRANTS

List open grant projects and estimated completion date.

- FHWA Travelers Services II Grant-TBD.
- FHWA Facilities grant Visitor Center - November 2012.

List fundraising events held in 2012.

- Started fundraising for new 2012 Visitor Guide Booklet.

MARKETING

What marketing plans do you have for 2013?

- Reprint Visitor Guide booklet.



CORRIDOR MANAGEMENT

Counties: Sioux (North Dakota), Corson (South Dakota)

State designation: 2001 **National Designation:** 2005

Primary intrinsic quality: Cultural

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your byway that increase the number of visitors to your area.

- 9 Pow Wows.
- Big Foot Motorcycle Ride.
- Facebook site has 807 “likes” (152 fan increase from 2011).

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- About the same.

Based on your previous response, what efforts are being done to obtain this type of involvement along your byway.

- Currently, volunteers are working on the design and development of displays for the Visitor Center. Standing Rock Tourism includes updated photos on the Tourism Facebook.



GOALS & IMPROVEMENTS

List any goals for your byway in 2013.

- Hire Visitor Center Coordinator and host grand opening of the Visitor Center.

List infrastructure improvements or projects that have benefited your byway.

- Completed new road and walking trails on highway 24 immediately adjacent to the Visitor Center.

Theodore Roosevelt National Park North Unit Scenic Byway-Eric Haugland, Byway Leader

ORGANIZATIONAL DEVELOPMENT

- Federal Government-National Park Service.
- 10 volunteers in the North Unit of Theodore Roosevelt National Park.

CORRIDOR MANAGEMENT

County: McKenzie **State designation:** 2000

Primary intrinsic quality: Natural

Describe any changes/updates to your Corridor Management Plan (CMP).

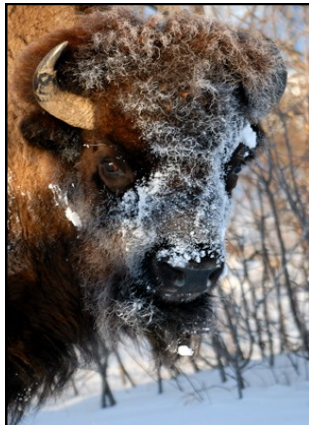
- The road was closed at mile marker 6 of the 14 mile road in late August 2011, due to a slump in the road. Currently, the slump has been removed and the road repaired. The road will reopen after the paving has been completed.



MARKETING

Describe your marketing efforts for 2012 and identify if you are aware of any immediate impact.

- The National Park Service cannot pay for advertising; however, we supply information to many agencies which then provide this information as a public service in their travel media. The park is involved in social media. There is also a park newspaper available at the park and the other national park sites in the state. The energy boom occurring in the area requires a new method of marketing. Park information and brochures are distributed to area “Man Camps” and relayed to various oil companies personnel officers. This summer, the North Unit interpretive staff also staffed a booth at the Watford City Rib Fest event to inform the public of the park including the scenic byway.



VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your area.

- The Badlands Star Party-astronomy star gazing in mid-August.

If available, provide any feedback given by travelers about their byway experience.

- The main comment from visitors this year was the acknowledgement and value of the park (and byway) from the approaching energy development and the non-stop truck traffic. Many visitors appreciated the park’s quiet, rugged beauty and profusion of wildlife.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- Watford City, the closest community to the North Unit of the park, has and still is very interested in the park. The town has grown from a population of 1,500 in the 2010 census to now over 11,000 in a radius of 3 miles of the city. A new infrastructure is underway, including lodging. A new upscale hotel has been built, as well as a major expansion on a current hotel and plans for an additional motel to be built has greatly increased the availability of rooms. A reservation is still strongly recommended, but there are now rooms available for the visiting public which was not available in the past two years.

GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2012.

- Hopefully, to increase our visitation from the past two years due to road construction in and outside the park. We accomplished this in spite of the road closure. The attendance to the North Unit Visitor Center increased fifteen percent from 15,000 in 2011 to 17,450 this year. The visitors enjoyed the “escape” from the churning of the energy development traffic on the highways and experienced the badlands as Theodore Roosevelt may have 125 years ago, when he reportedly came through what is now the North Unit of the park.

List any goals for your byway in 2013.

- Continue to provide opportunities for visitors to use, appreciate and enjoy the park and the byway.

Turtle Mountain Scenic Byway-Mae Streich, Byway Co-Coordinator

ORGANIZATIONAL DEVELOPMENT

- Turtle Mountain Tourism Association.
- 12 volunteers.

FUNDRAISING/GRANTS

List open grant projects and estimated completion date.

- Pearson Trust—spring 2013.
- ND Tourism, birding—spring 2013.

List the grants received in 2012.

- ND State Tourism Grant \$5,000.
- Pearson Trust \$8,000.

MARKETING

Describe your marketing efforts for 2012.

- Turtle Mountain Guide, newspaper articles, brochures, booths at events.



CORRIDOR MANAGEMENT

Counties: Bottineau, Rolette

State designation: 1998

Primary intrinsic quality: Natural

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your area.

- Annie's House.

If available, provide any feedback given by travelers about their byway experience.

- Love the area.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- More businesses are supporting the byway.

Based on your previous response, what efforts are being done to obtain this type of involvement along your byway?

- Promotions and distribution of informational materials.

GOALS & IMPROVEMENTS

List and describe any met goals and improvements to your byway in 2012.

- Improvements to Mystical Horizons.
- Birding promotion.

What are your goals for 2013?

- Completion of Mystical Horizons.
- Birding Festival.

List and describe any improvements to your byway.

- Boat ramps at recreational sites and signage.



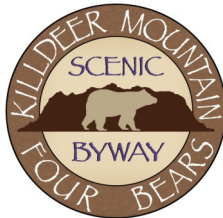
Be on the lookout for these logos!



*North Dakota Scenic Byways & Backways Program logo. This logo is used for promotional and marketing material.



*Chan SanSan Scenic Backway logo. The logo is used for promotional and marketing material.



*Killdeer Mountain Four Bears Scenic Byway logo. The logo is used for promotional and marketing material.



*Old Red/Old Ten Scenic Byway logo; North Dakota's most recently designated byway. The logo is in the process of being trademarked and is used for promotional and marketing material.



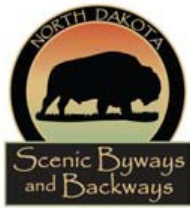
*Sheyenne River Valley National Scenic Byway logo. The logo is used for promotional and marketing material.



*The Standing Rock National Native American Scenic Byway logo. The logo is used for promotional and marketing material.



*Turtle Mountain Scenic Byway logo; newest logo to the byway program. The logo is used for promotional and marketing material.



North Dakota Scenic Byway Program State Contacts

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North Dakota Scenic Byway Program Byway & Backway Leaders

Chan SanSan Scenic Backway

Vacant

Des Lacs National Wildlife Refuge Scenic Backway

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Theodore Roosevelt North Unit Scenic Byway

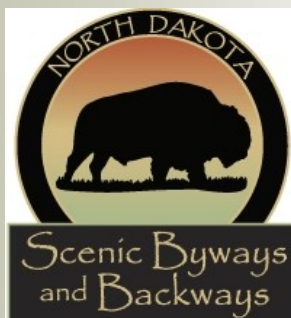
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The North Dakota Scenic Byway Program is administered through a cooperative effort between the North Dakota Department of Transportation and the North Dakota Parks and Recreation Department.



North Dakota Scenic Byway Program

2012 Annual Report

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